SIERRA L. BOONE

IMPACT STORYTELLER & MEDIA PROFESSIONAL

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ABOUT ME

Creative, skilled media professional with interests in languages, equity, and pop culture. Excellent writing and communications skills, and well-adapted to fast paced environments.

EDUCATION

BACHELOR OF SCIENCE, MAJOR IN JOURNALISM
MINOR IN AFRICAN AMERICAN STUDIES
NORTHWESTERN UNIVERSITY | 2013 - 2017
WILDCAT EXCELLENCE AWARD RECIPIENT

EXPERIENCE

EXECUTIVE PRODUCER
BOONE PRODUCTIONS, LLP.
JUL 2020 - CURRENT

- Host, produce, write and direct episodes of The Nap Time Show.
- Collaborate with partners such as DPTV's Michigan Learning Channel on new initiatives and content ideas.
- Manage social media profiles, growing organic traffic 300% within a 7-month time frame.

MARKETING COMMUNICATIONS SPECIALIST
CHAMPION HOME BUILDERS (TROY, MI)
NOV 2021 - CURRENT

- Write, edit and oversee all official communications on behalf of CHB and all underlying brands including but not limited to press releases, social media copy, blog posts, brochures and internal newsletters.
- Grew SEO ranking presence on Google by 70% within 12 months.

CROSS-PLATFORM SOCIAL VIDEO PRODUCER
NAMELESS NETWORK (NYC)
OCT 2018 - MAR 2020

- Produced 50+ videos across verticals for client AOL's 'In The Know', amassing 10+ million views.
- Hosted and assistant produced premium AOL social series, In The Know Explains.
- Assistant produced the Webby-nominated Facebook Watch series, Everything Explained.
- Led strategy direction for Nameless Network social channels, an audience of 3+ million at the time.

CONTENT FELLOW
BABBEL INC. (NYC)
FEB 2018 - AUG 2018 (6-MONTH FELLOWSHIP)

- Led project management for digital video series, "Culture City," published on the Babbel Magazine and YouTube channel.
- Assistant produced Spanish Crash Course video series which was featured on the Apple Store's Today tab.

SKILLS

- Social media strategy
- Research
- Scriptwriting
- Video production & hosting
- Adobe Creative Suite
- Copy editing and writing
- Project management
- Reporting & interviewing